

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Bob Ferrin
FROM: Karen Marryshow

DATE: May 25, 1995

SUBJECT: "ASK VIRGINIA" PROGRAM

Based on your concern regarding reach against the younger Virginia Slims segment for the "Ask Virginia" program, the agency ran R/F's for various age cells on two plans:

1. Recommended Plan:

- Black Elegance
- Cosmopolitan
- Essence
- Ladies Home Journal
- Marie Claire
- New Woman
- People
- Redbook
- Vogue

2. Recommended Plan with the inclusion of Glamour and Mademoiselle.**R/F Analysis:**

<u>Demo Group</u>	<u>Ask Virginia Reco.</u>	<u>Glamour & Mademoiselle</u>
FS 21-34	55/1.9	57/2.2
FS 25-34	54/1.9	56/2.1
FS 25-44	54/1.8	55/2.0
FS 35-44	54/1.7	56/2.1

We do not recommend adding Mademoiselle and Glamour to the 1995 "Ask Virginia" book list because:

1. Reach is not dramatically affected with the inclusion of these two books (only 1-2 point increase). Please note that reach, with or without Mademoiselle and Glamour, is highest against the youngest age cell.
2. Franchise positions are not guaranteed for these magazines.
3. These publications, as part of Conde Nast, will not provide us with bonus 1/3's. Thus, the inclusion of these publications will require incremental funding.

Contingent on the success of the "Ask Virginia" program, we recommend adding these titles to the 1996 program.

Revised 4th Quarter Activity

A flowchart is attached for your review. The flowchart indicates the current October-January schedule and the revised 4th quarter schedule with the "Ask Virginia" activity.

Please call with any questions.

cc: G. D' Alessandro
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